



# Retail Goods and Services Expenditures

Prepared by DCA

Counties: Talladega, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	30.0%	Population		80,671	81,086
Rural Bypasses	11.0%	Households		31,477	31,981
Rustbelt Retirees	10.2%	Families		22,069	22,032
Home Town	9.6%	Median Age		38.4	39.8
Midland Crowd	7.1%	Median Household Income		\$36,458	\$40,173

	Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>	57	\$1,558.38	\$49,053,056
Men's	59	\$291.87	\$9,187,139
Women's	55	\$526.80	\$16,582,032
Children's	64	\$281.63	\$8,864,855
Footwear	51	\$257.38	\$8,101,651
Watches & Jewelry	55	\$109.69	\$3,452,714
Apparel Products and Services <sup>1</sup>	61	\$91.01	\$2,864,665
<b>Computer</b>			
Computers and Hardware for Home Use	59	\$130.20	\$4,098,284
Software and Accessories for Home Use	56	\$16.74	\$526,872
<b>Entertainment &amp; Recreation</b>	66	\$2,248.83	\$70,786,480
<b>Fees and Admissions</b>	54	\$329.18	\$10,361,624
Membership Fees for Clubs <sup>2</sup>	56	\$88.57	\$2,787,799
Fees for Participant Sports, excl. Trips	56	\$63.73	\$2,006,126
Admission to Movie/Theatre/Opera/Ballet	51	\$76.99	\$2,423,433
Admission to Sporting Events, excl. Trips	57	\$32.71	\$1,029,472
Fees for Recreational Lessons	51	\$67.19	\$2,114,794
<b>TV/Video/Sound Equipment</b>	66	\$771.12	\$24,272,442
Community Antenna or Cable Television	71	\$470.88	\$14,821,955
Color Televisions	59	\$81.69	\$2,571,256
VCRs, Video Cameras, and DVD Players	65	\$25.35	\$797,969
Video Cassettes and DVDs	65	\$39.63	\$1,247,470
Video Game Hardware and Software	65	\$21.26	\$669,304
Satellite Dishes	65	\$1.00	\$31,458
Rental of Video Cassettes and DVDs	63	\$37.71	\$1,187,003
Sound Equipment <sup>3</sup>	57	\$89.97	\$2,832,085
Rental and Repair of TV/Sound Equipment	63	\$3.62	\$113,942
Pets	74	\$324.19	\$10,204,567
Toys and Games	68	\$123.17	\$3,876,946
Recreational Vehicles and Fees <sup>4</sup>	75	\$342.91	\$10,793,912
Sports/Recreation/Exercise Equipment <sup>5</sup>	61	\$139.96	\$4,405,436
Photo Equipment and Supplies <sup>6</sup>	63	\$86.82	\$2,732,827
Reading <sup>7</sup>	62	\$131.48	\$4,138,726
<b>Food</b>	67	\$5,646.08	\$177,721,525
<b>Food at Home</b>	69	\$3,449.81	\$108,589,577
Bakery and Cereal Products	69	\$494.57	\$15,567,476
Meat, Poultry, Fish, and Eggs	70	\$922.70	\$29,043,936
Dairy Products	68	\$376.07	\$11,837,594
Fruit and Vegetables	65	\$567.13	\$17,851,530
Snacks and Other Food at Home <sup>8</sup>	70	\$1,089.34	\$34,289,041
<b>Food Away from Home</b>	65	\$2,196.27	\$69,131,948
Alcoholic Beverages	60	\$370.53	\$11,663,122
Nonalcoholic Beverages at Home	71	\$310.23	\$9,765,002



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<b>Financial</b>			
Investments	47	\$706.20	\$22,229,112
Vehicle Loans	75	\$4,629.86	\$145,734,026
<b>Health</b>			
Nonprescription Drugs	73	\$89.38	\$2,813,418
Prescription Drugs	85	\$490.59	\$15,442,297
Eyeglasses and Contact Lenses	69	\$57.40	\$1,806,752
<b>Home</b>			
Mortgage Payment and Basics <sup>9</sup>	59	\$5,094.12	\$160,347,727
Maintenance and Remodeling Services	60	\$1,176.76	\$37,040,783
Maintenance and Remodeling Materials <sup>10</sup>	74	\$275.81	\$8,681,686
Utilities, Fuel, and Public Services	71	\$3,126.90	\$98,425,303
<b>Household Furnishings and Equipment</b>			
Household Textiles <sup>11</sup>	61	\$84.98	\$2,674,878
Furniture	59	\$376.91	\$11,863,903
Floor Coverings	56	\$50.25	\$1,581,828
Major Appliances <sup>12</sup>	69	\$203.84	\$6,416,268
Housewares <sup>13</sup>	61	\$64.01	\$2,014,878
Small Appliances	68	\$25.07	\$789,047
Luggage	53	\$5.42	\$170,679
Telephones and Accessories	59	\$27.90	\$878,348
<b>Household Operations</b>			
Child Care	53	\$221.17	\$6,961,676
Lawn and Garden <sup>14</sup>	78	\$346.93	\$10,920,210
Moving/Storage/Freight Express	57	\$30.51	\$960,429
Housekeeping Supplies <sup>15</sup>	70	\$543.49	\$17,107,522
<b>Insurance</b>			
Owners and Renters Insurance	74	\$355.32	\$11,184,564
Vehicle Insurance	69	\$1,005.28	\$31,643,053
Life/Other Insurance	72	\$458.48	\$14,431,496
Health Insurance	76	\$1,497.17	\$47,126,351
Personal Care Products <sup>16</sup>	66	\$312.75	\$9,844,432
School Books and Supplies <sup>17</sup>	61	\$73.73	\$2,320,798
Smoking Products	81	\$390.62	\$12,295,635
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) <sup>18</sup>	74	\$4,228.58	\$133,102,930
Gasoline and Motor Oil	75	\$1,519.48	\$47,828,562
Vehicle Maintenance and Repairs	66	\$703.78	\$22,153,029
<b>Travel</b>			
Airline Fares	53	\$214.72	\$6,758,732
Lodging on Trips	60	\$245.65	\$7,732,362
Auto/Truck/Van Rental on Trips	50	\$21.74	\$684,263
Food and Drink on Trips	61	\$287.93	\$9,063,162

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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<sup>1</sup>**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

<sup>2</sup>**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

<sup>3</sup>**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

<sup>4</sup>**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

<sup>5</sup>**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

<sup>6</sup>**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

<sup>7</sup>**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

<sup>8</sup>**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

<sup>9</sup>**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

<sup>10</sup>**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

<sup>11</sup>**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

<sup>12</sup>**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

<sup>13</sup>**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

<sup>14</sup>**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

<sup>15</sup>**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

<sup>16</sup>**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

<sup>17</sup>**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

<sup>18</sup>**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.